

# Country Profile: JAPAN

## TOTAL ALL JAPANESE ARRIVALS TO THE U.S.

### TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	5,061	4,083	3,627	3,170	3,748	3,884	3,673	-1,389
% Change	5%	-19%	-11%	-13%	18%	4%	-5%	-27%

### TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts <sup>1</sup>	\$14,015	\$11,700	\$11,301	\$10,017	\$13,094	\$16,524	\$14,592	\$577
% Change	5%	-17%	-3%	-11%	31%	26%	-12%	4%
Travel Receipts (at U.S. destinations)	\$10,238	\$8,902	\$8,492	\$7,595	\$10,051	\$12,719	\$11,245	\$1,007
Passenger Fare Receipts (on U.S. carriers)	\$3,777	\$2,798	\$2,809	\$2,422	\$3,043	\$3,805	\$3,347	-\$430

### SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change <sup>2</sup>
Travel Agency	52%	52%	-1 pt.
Personal Computer	40%	36%	4 pts.
Tour Company	24%	25%	0 pts.
Travel Guides	18%	19%	-1 pt.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Leisure/Rec./Holidays	68%	69%	-1 pt.
Business/Professional	14%	15%	0 pts.
Visit Friends/Relatives (VFR)	10%	9%	1 pt.
Convention/Conference	5%	5%	1 pt.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Leisure/Rec./Holidays	77%	78%	-2 pts.
Visit Friends/Relatives (VFR)	17%	15%	2 pts.
Business/Professional	16%	16%	0 pts.
Convention/Conference	8%	7%	1 pt.
NET PURPOSES OF TRIP:			
Business & Convention	21%	21%	0 pts.
Leisure & VFR	83%	83%	0 pts.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Taxi/Cab/Limousine	52%	52%	1 pt.
City Subway/Tram/Bus	32%	30%	2 pts.
Rented Auto	21%	23%	-1 pt.
Airlines in U.S.	20%	21%	-1 pt.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change <sup>2</sup>
Shopping	91%	93%	-2 pts.
Dining in Restaurants	86%	85%	1 pt.
Sightseeing in Cities	45%	44%	0 pts.
Water Sports/Sunbathing	39%	37%	2 pts.
Visit Small Towns	27%	25%	3 pts.
Guided Tours	21%	23%	-2 pts.
Amusement/Theme Parks	16%	18%	-2 pts.
Touring Countryside	13%	14%	-1 pt.
Visit Historical Places	13%	12%	1 pt.
Visit National Parks	11%	9%	2 pts.

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SELECTED TRAVELER CHARACTERISTICS	2006	2005	% Point Change <sup>2</sup>
Advance Trip Decision Time (mean days)	60	59	1 day
Advance Trip Decision Time (med. days)	40	40	0 days
Prepaid Package	41%	42%	-1 pt.
First International Trip to the U.S.	28%	28%	0 pts.
Length of Stay in U.S. (mean nights)	7.4	7.3	0 nights
Length of Stay in U.S. (median nights)	4.0	4.0	0 nights
Number of States Visited (% 1 state)	85%	86%	-1 pt.
Average Number of States Visited	1.2	1.2	0 states
Hotel/Motel (% 1+ nights)	93%	95%	-2 pts.
Average # of Nights in Hotel/Motel	5.3	5.3	0 nights
Travel Party Size (mean # of persons)	1.9	2.0	-0.1 persons
Gender: % Male	57%	60%	-3 pts.
Household Income (mean average)	\$83,000	\$88,000	-\$5,000
Household Income (median average)	\$73,000	\$76,300	-\$3,300
Average Age: Female	35	36	-1 year
Average Age: Male	42	43	0 years

VISITATION TO U.S. DESTINATIONS <sup>3</sup>	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
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<b>REGIONS</b>				
PACIFIC ISLANDS	64.2%	235,780	65.0%	252,454
MAINLANDS (NET)	36.6%	134,417	36.2%	140,597
PACIFIC	18.8%	690	20.2%	742
MIDDLE ATLANTIC	8.7%	320	9.9%	364
EAST NORTH CENTRAL	5.9%	217	**	**
MOUNTAIN	5.7%	209	6.7%	246
SOUTH ATLANTIC	5.4%	198	5.4%	198
<b>STATES / TERRITORIES</b>				
Hawaiian Islands	38.9%	1,429	41.3%	1,517
Guam	25.2%	925	24.0%	881
California	17.6%	646	18.6%	683
New York	7.8%	286	9.1%	334
Nevada	**	**	5.0%	184
<b>CITIES</b>				
Honolulu/Oahu	33.8%	1,241	34.7%	1,274
Los Angeles	9.9%	364	9.0%	331
New York City	7.5%	275	7.7%	283
San Francisco	5.6%	206	6.9%	253
Las Vegas	**	**	4.9%	180

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**Notes:**

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed.  
Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a few of the 35 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:  
<http://tinet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:  
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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